

FIGURE 1

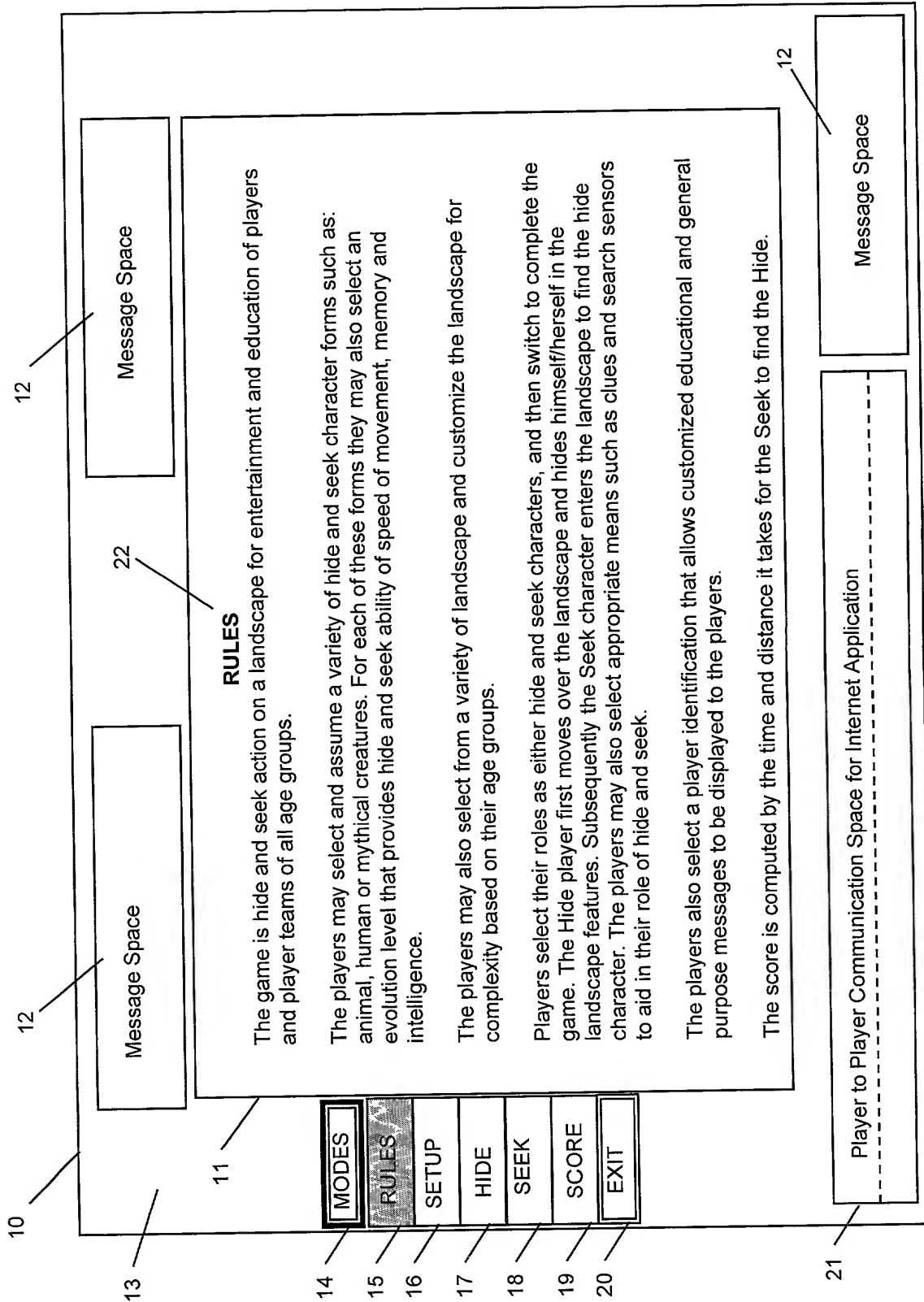


FIGURE 2A

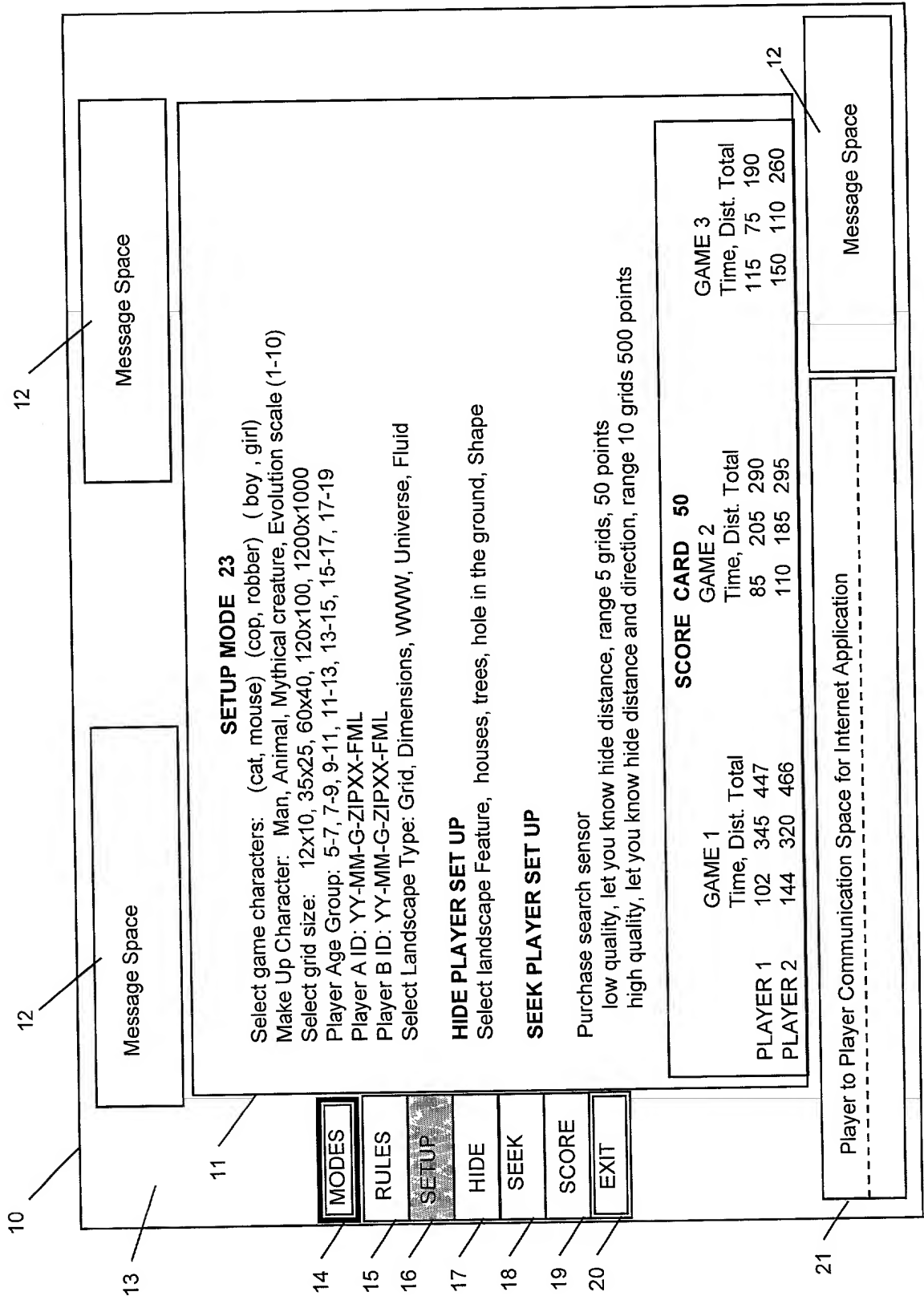


FIGURE 2B

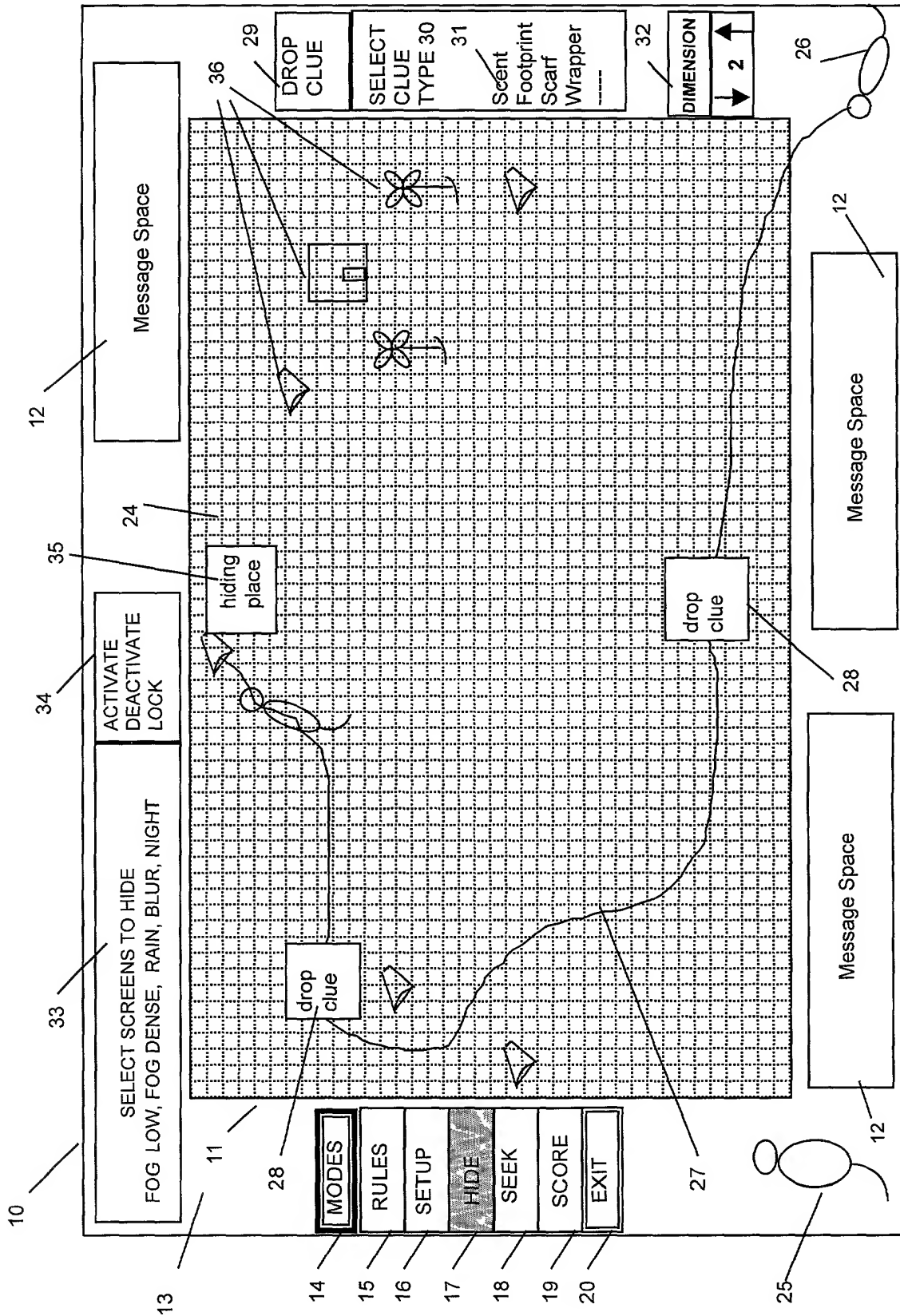


FIGURE 3A

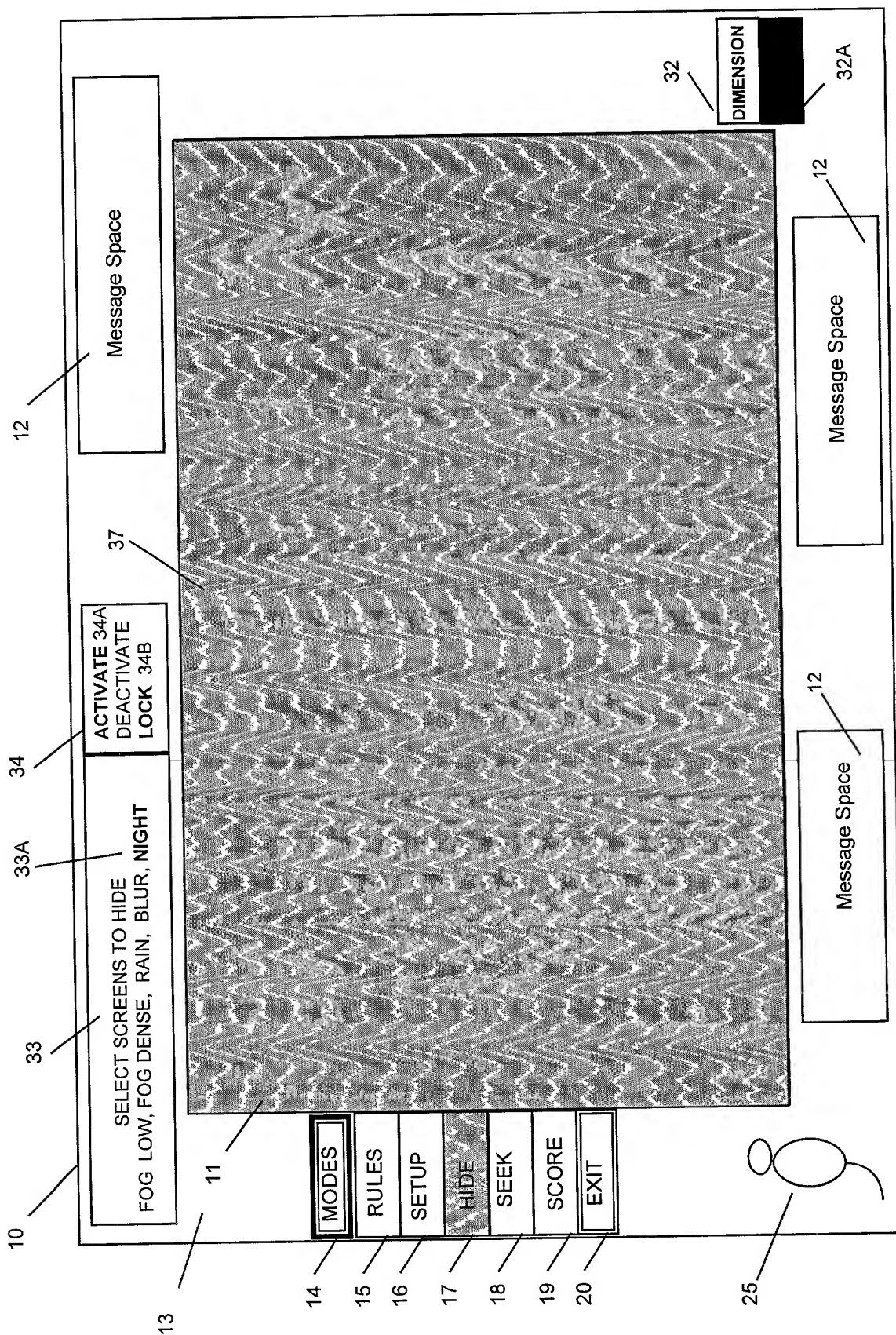


FIGURE 3B

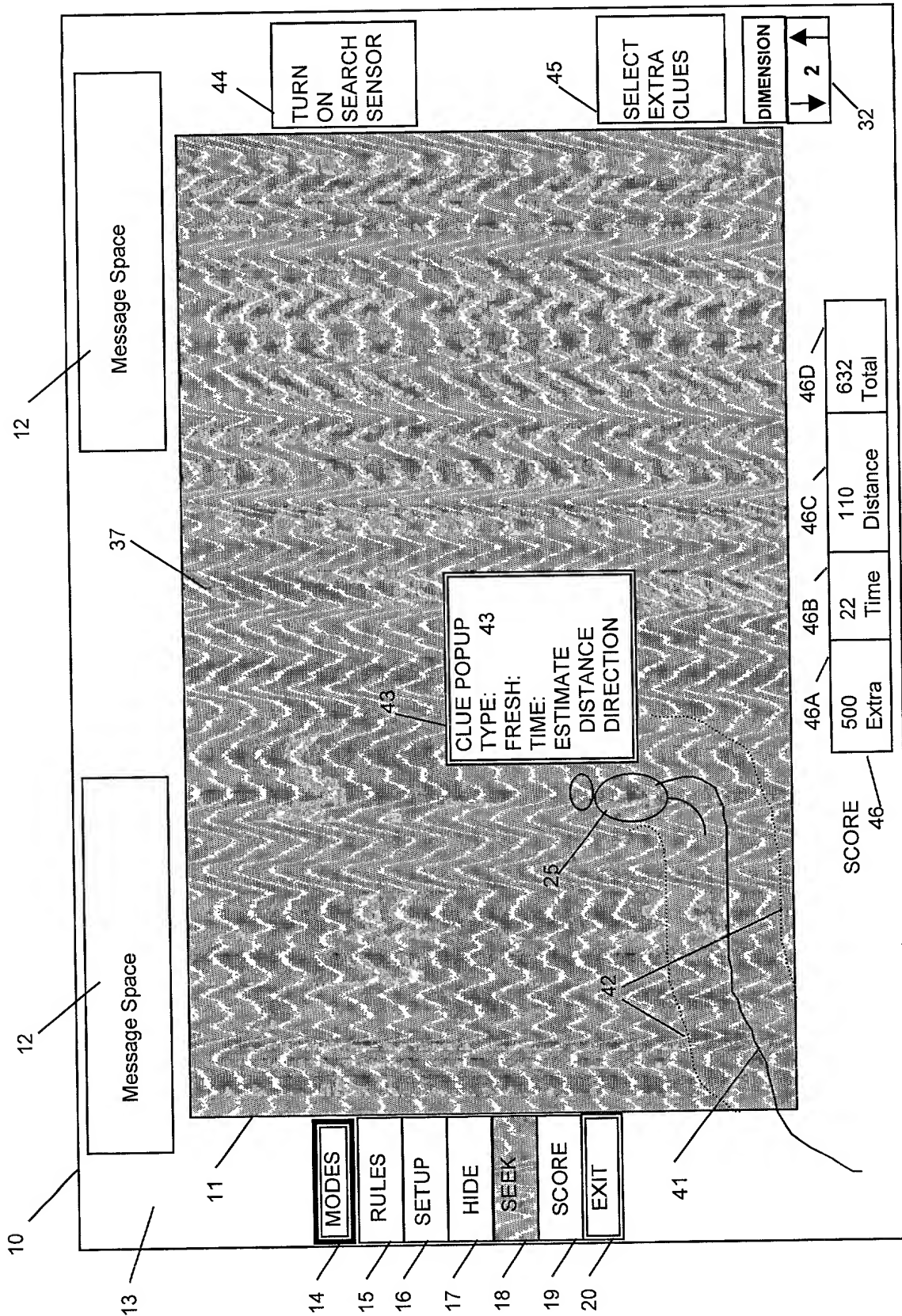


FIGURE 4A

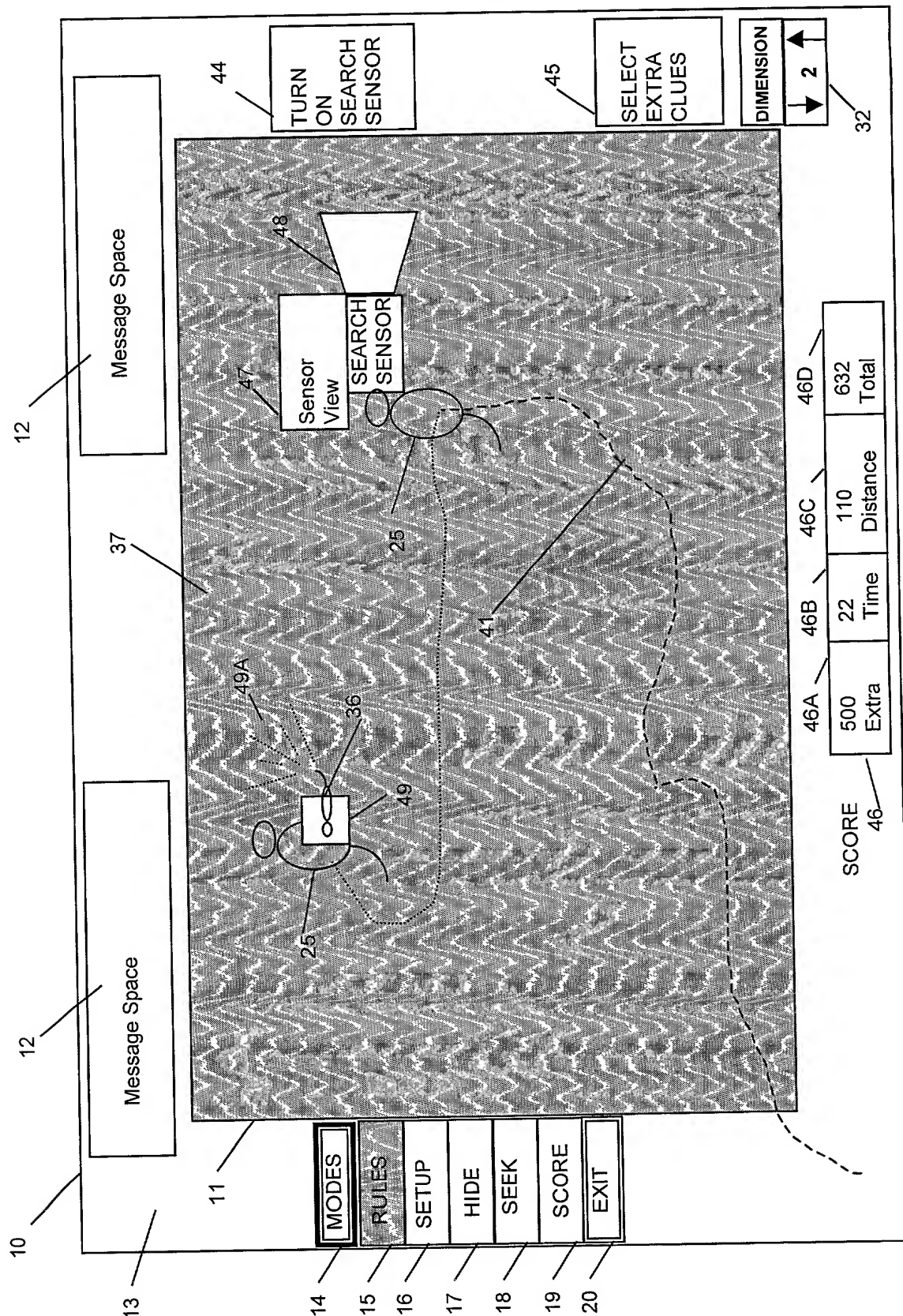


FIGURE 4B

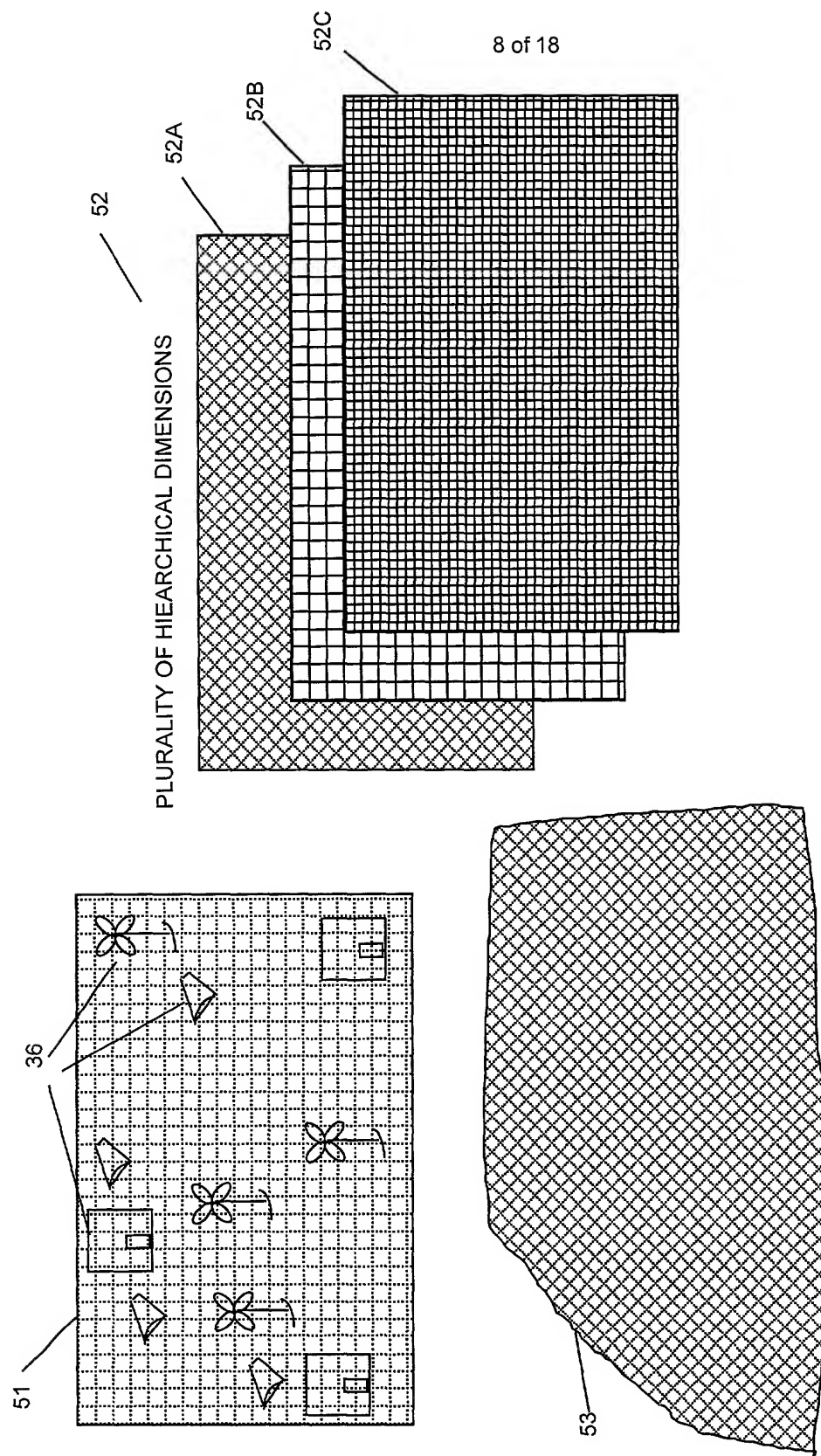


FIGURE 5

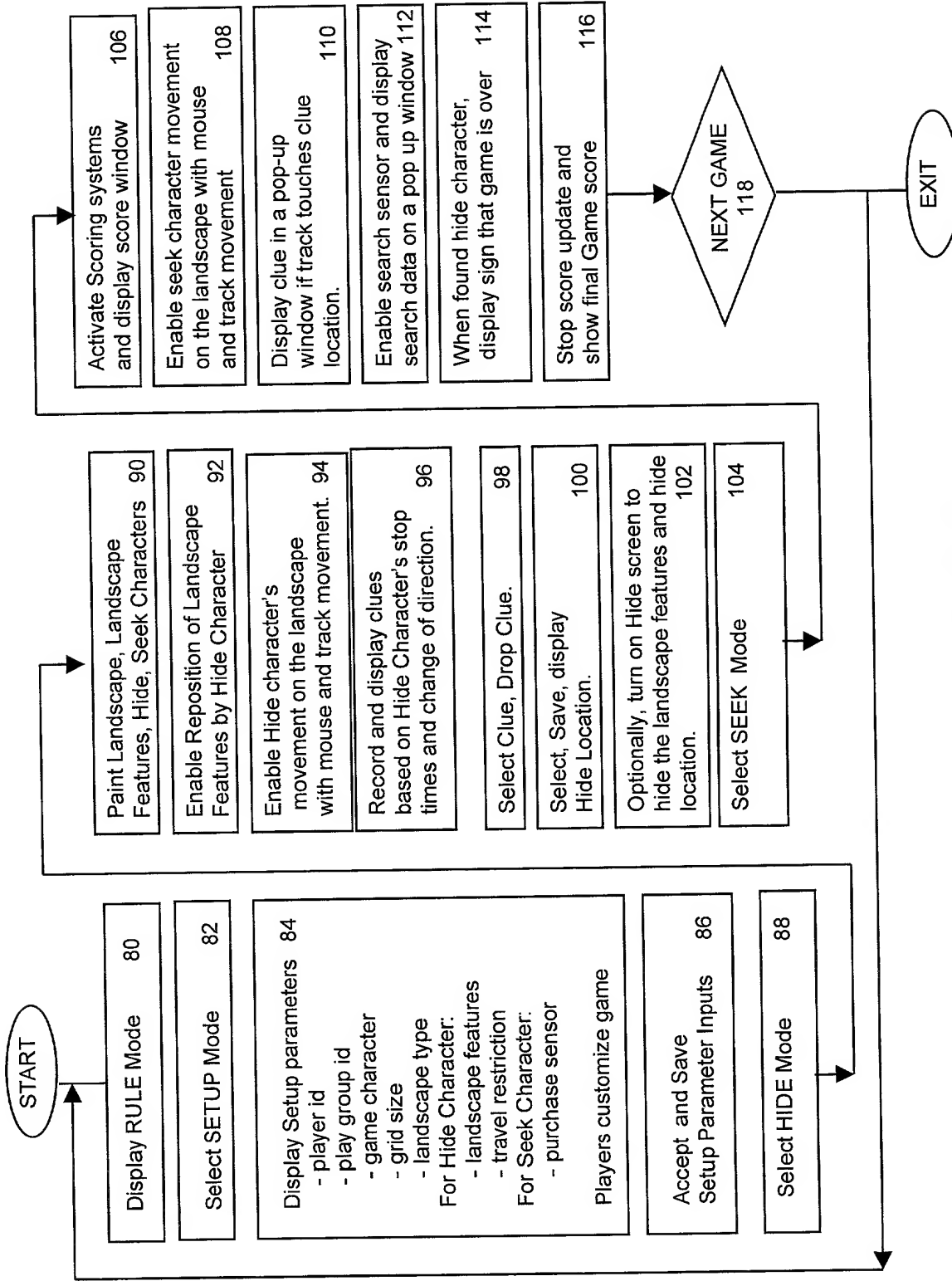


FIGURE 6

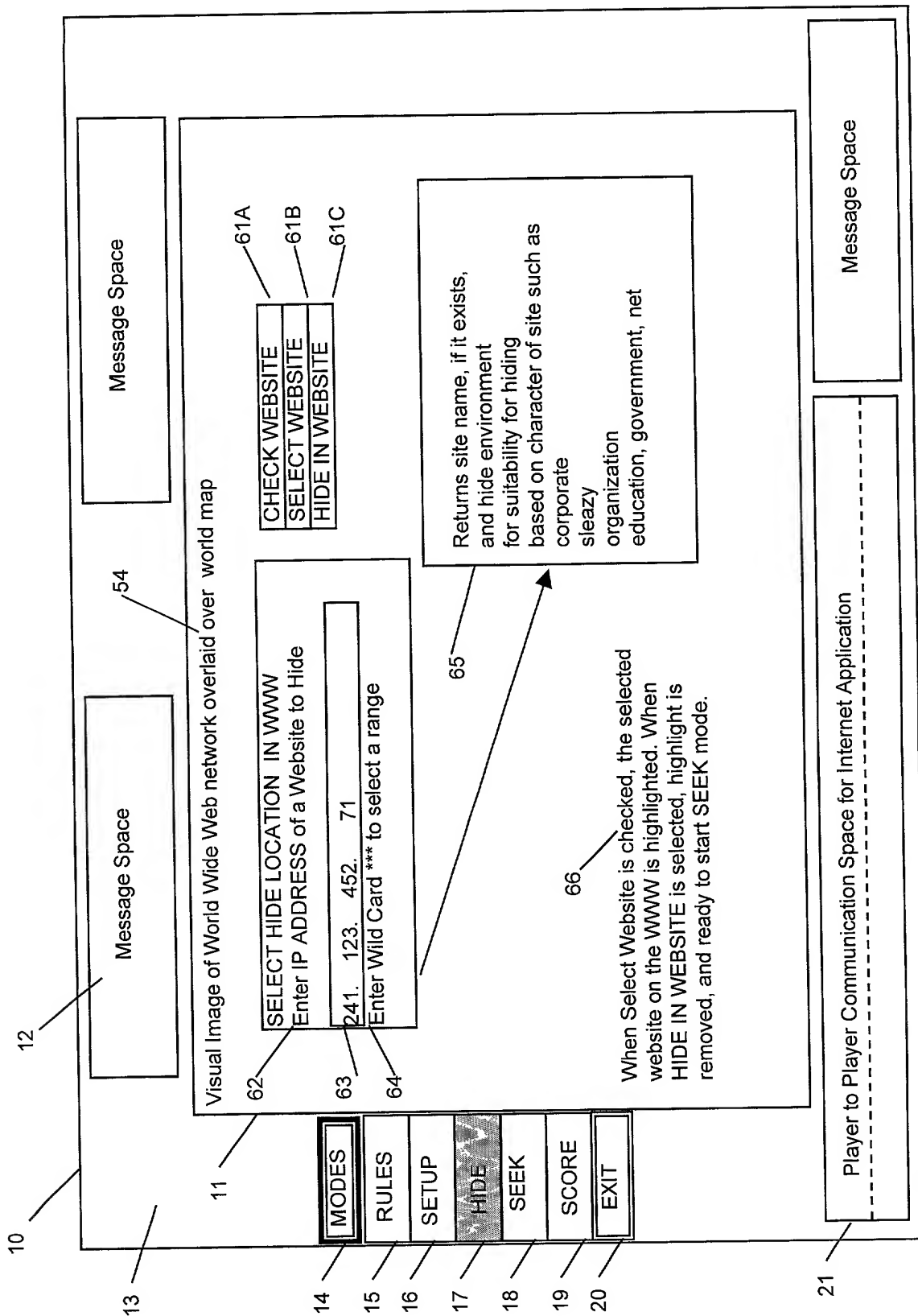


FIGURE 7A

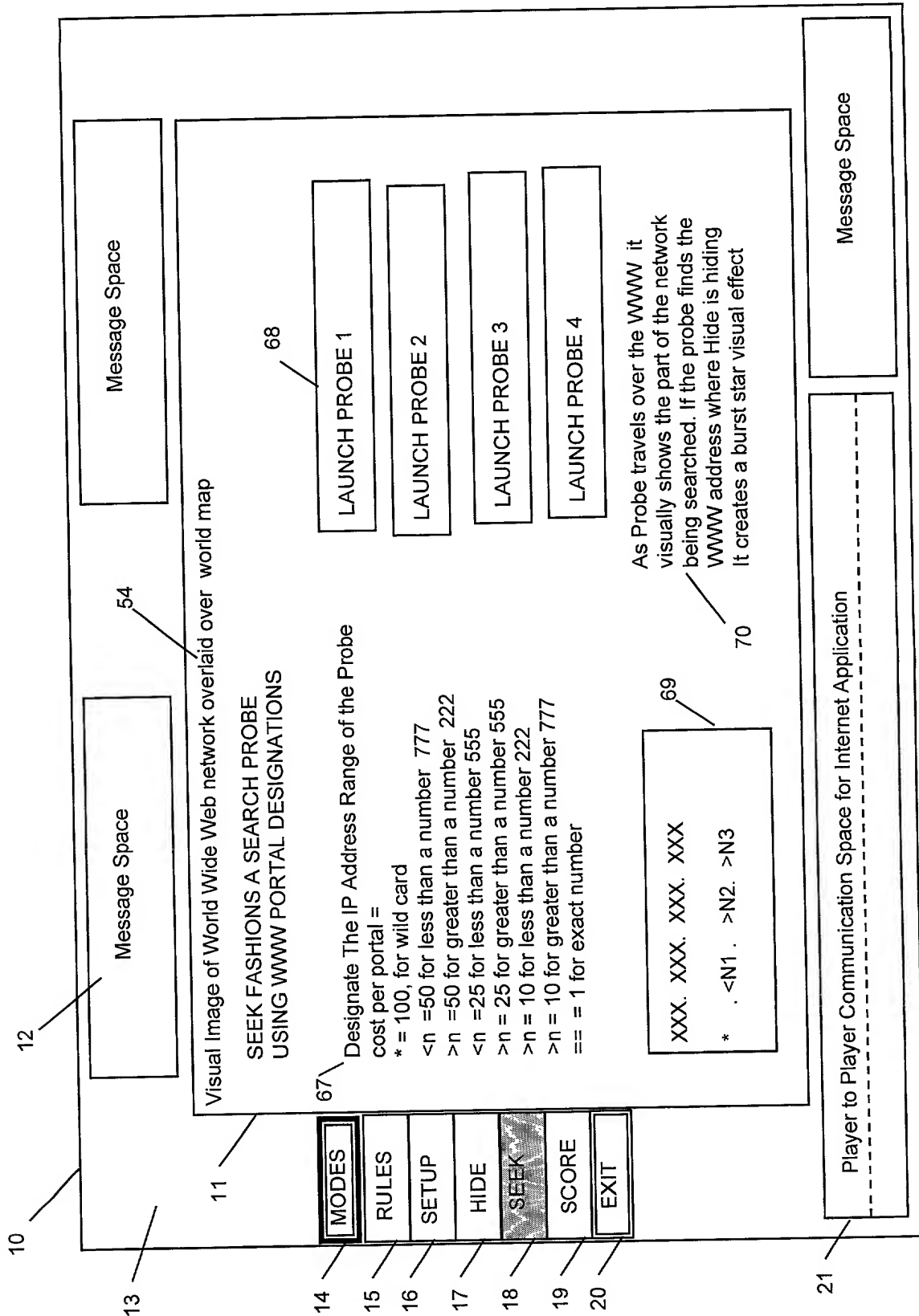


FIGURE 7B

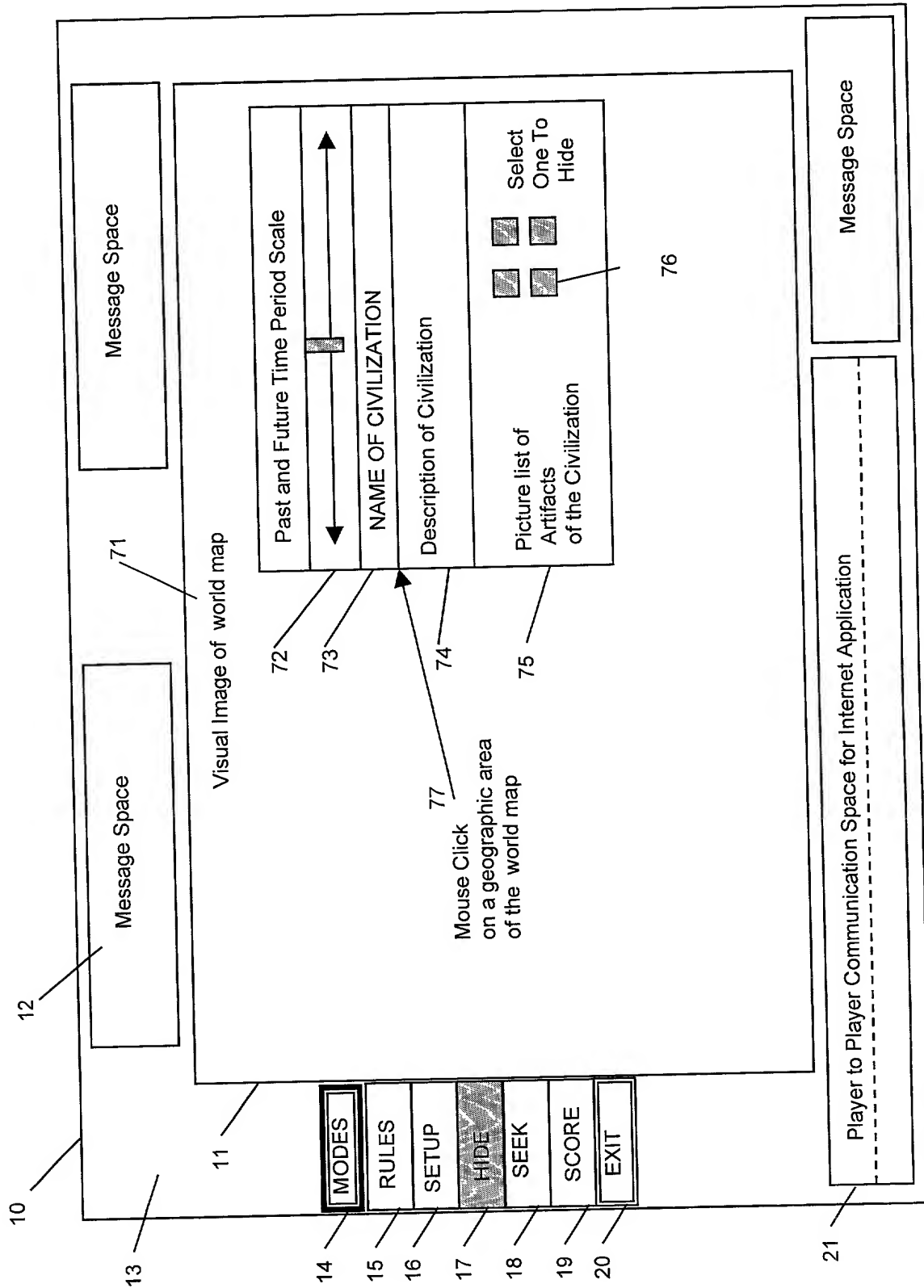


FIGURE 8A

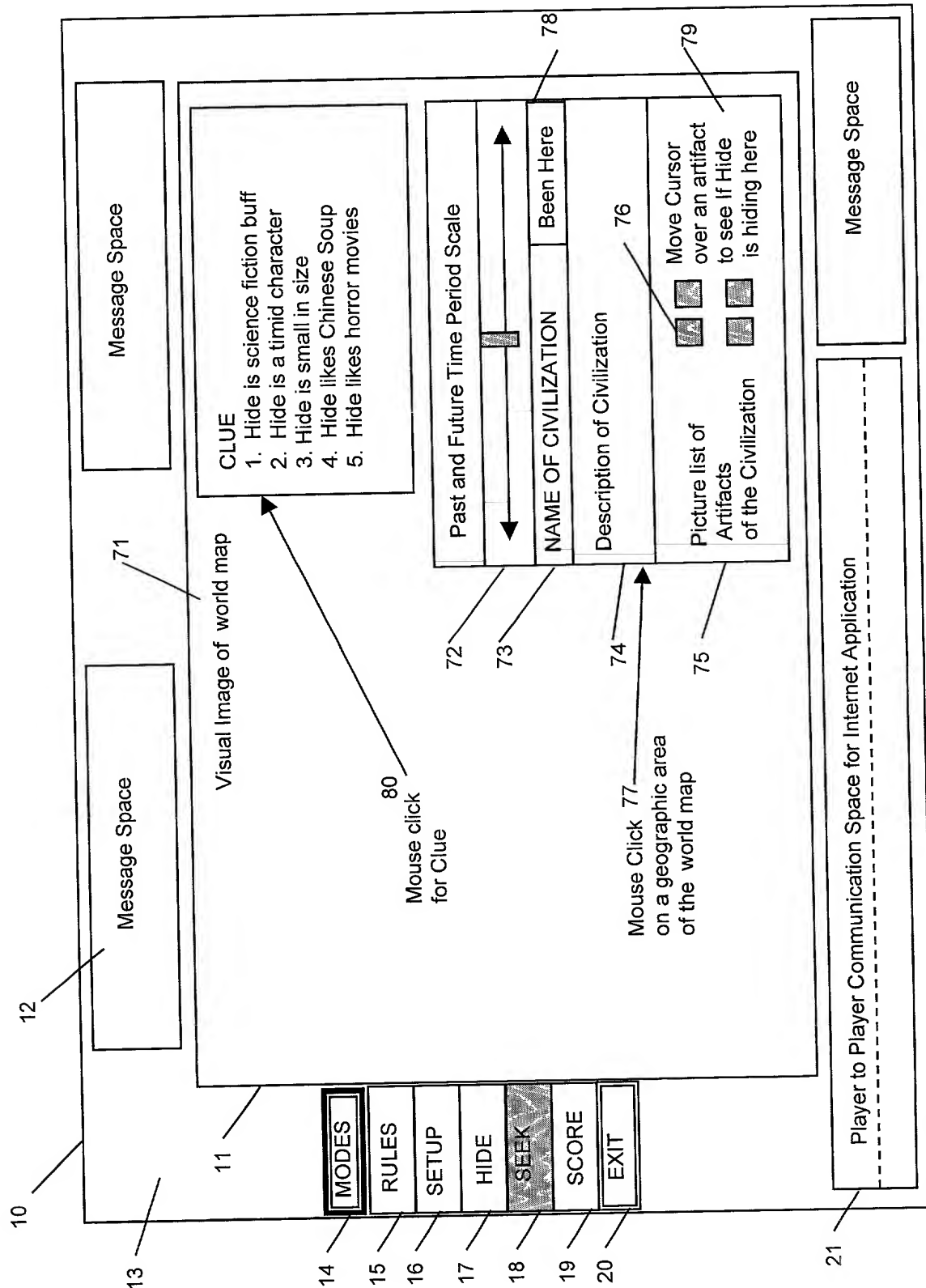


FIGURE 8B

| | |
|-----|--|
| 120 | Player ID: YY-MM-M-ZIPCD-FML Message: Jeff Brush your teeth before going to Bed --- your bother |
| 120 | Player ID: YY-MM-M-ZIPCD-FML Message: Happy Birthday to You Kevin --- your aunt in Nebraska |
| 120 | Player ID: YY-MM-M-ZIPCD-FML Message: I love you. You are sooooo cute --- Jennifer |
| 122 | Player ID: XX-XX-M-ZIPCD-XXX Message: Go for the Bruins. Down with the Trojans --- Your team captain |
| 122 | Player ID: YX-XX-X-ZIPCD-XXX Message: Have Good Holidays. See You next Year --- WHS Principal |
| 124 | Player ID: YY-MM-X-XXXXXX-XXX Message: Congratulations on your graduation --- your Governor Moonbeam |
| 124 | Player ID: YX-XX-X-ZIPCD-XXX Message: Football season tickets are on sale now --- Sports team |
| 126 | Player ID: YY-XX-F-ZIPCD-XXX Message: Barbie for Free. Specially for you --- your local toy store |
| 126 | Player ID: YY-XX-M-ZIPCD-XXX Message: Burger and Fries are half price for you --- your local fast food |

FIGURE 9A

| |
|--|
| MESSAGE RULES 130 Number of Messages/Mode = 4 1 - Commercial 1 - Habit 1 - Event/Location 1 - Personal |
| MESSAGE DATA BASE STRUCTURE 132 Record1 Message Id: 132A 1456721 Message Content: 132B Text/Graphic file Message Type: 132C Commercial, Habit, Event/Location, Personal Game Mode: 132D Rules, Setup, Hide, Seek, and Score Dependency: 132E Age Group 133A Gender 133B Location 133C Season 133D Time 133E Player ID Record2 Message Id: 132A 1456722 Record3 |

FIGURE 9B

Player Message List 134

Player ID: YY-MM-G-ZIPCODE-FML 136

RULES: Message Spaces: 3 138A
 Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Community 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

SETUP: Message Spaces: 4 138B
 Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A
 Message Space: 4 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

HIDE: Message Spaces: 2 138C
 Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Personal 132C, Message ID 132A

SEEK: Message Spaces: 3 138D
 Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

SCORE: Message Spaces: 4 138E
 Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A
 Message Space: 4 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

Player ID: YY-MM-G-ZIPCODE-FML 136

RULES: Message Spaces: 3 138A
 Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

FIGURE 9C

| | |
|--------------------------|--|
| MESSAGE ENTRY SCREEN 150 | |
| Message Type: 151 | |
| <> PERSONAL 152 | |
| <> EVENT 153 | |
| <> COMMUNITY 154 | |
| <> COMMERCIAL 155 | |
| | |

| | |
|--|--|
| PERSONAL MESSAGE ENTRY 156 | |
| ID: YY-MM-S-ZIPCD-FML 160 | |
| MESSAGE 161 : Happy Birthday to You Kevin | |
| FROM: 162 Your Aunt in Nebraska | |
| <input type="button" value="SUBMIT"/> | |

| | |
|--|--|
| COMMERCIAL MESSAGE ENTRY 157 | |
| ACCOUNT ____ PASSWORD ____ 164 | |
| DISTRIBUTION: 163 Age Range Territory Gender | |
| MESSAGE: 161 Big Mac and Fries are half price for You | |
| FROM: 162 Local Fast Food Restaurant | |
| <input type="button" value="SUBMIT"/> | |

| | |
|---|--|
| COMMUNITY MESSAGE ENTRY 158 | |
| ACCOUNT ____ PASSWORD ____ 164 | |
| DISTRIBUTION: 163 Age Range Territory Gender | |
| MESSAGE: 161 Have Good Holidays. See You all Next Year | |
| FROM: 162 WHS Principal | |
| <input type="button" value="SUBMIT"/> | |

| | |
|---|--|
| EVENT MESSAGE ENTRY 159 | |
| ACCOUNT ____ PASSWORD ____ 164 | |
| DISTRIBUTION: 163 Age Range Territory Gender | |
| MESSAGE: 161 Basketball Season Tickets are on Sale 8AM - 5 PM M-F | |
| FROM: 162 Sports team | |
| <input type="button" value="SUBMIT"/> | |

FIGURE 10A

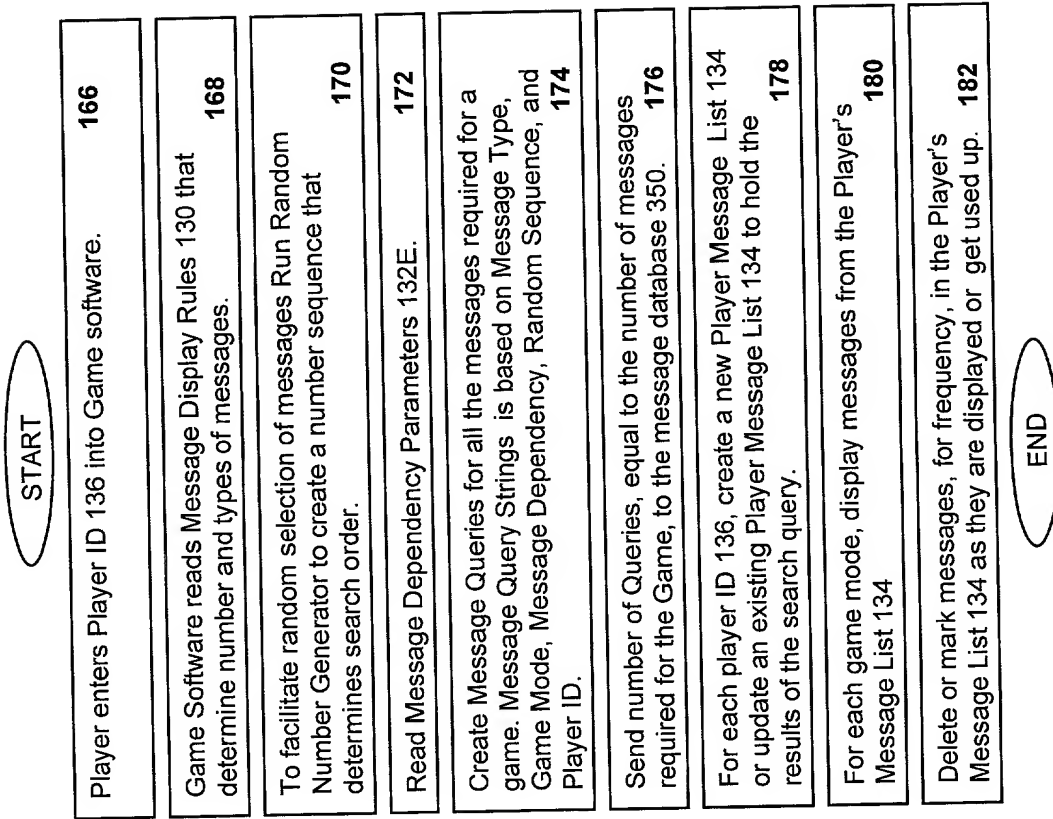


FIGURE 10B

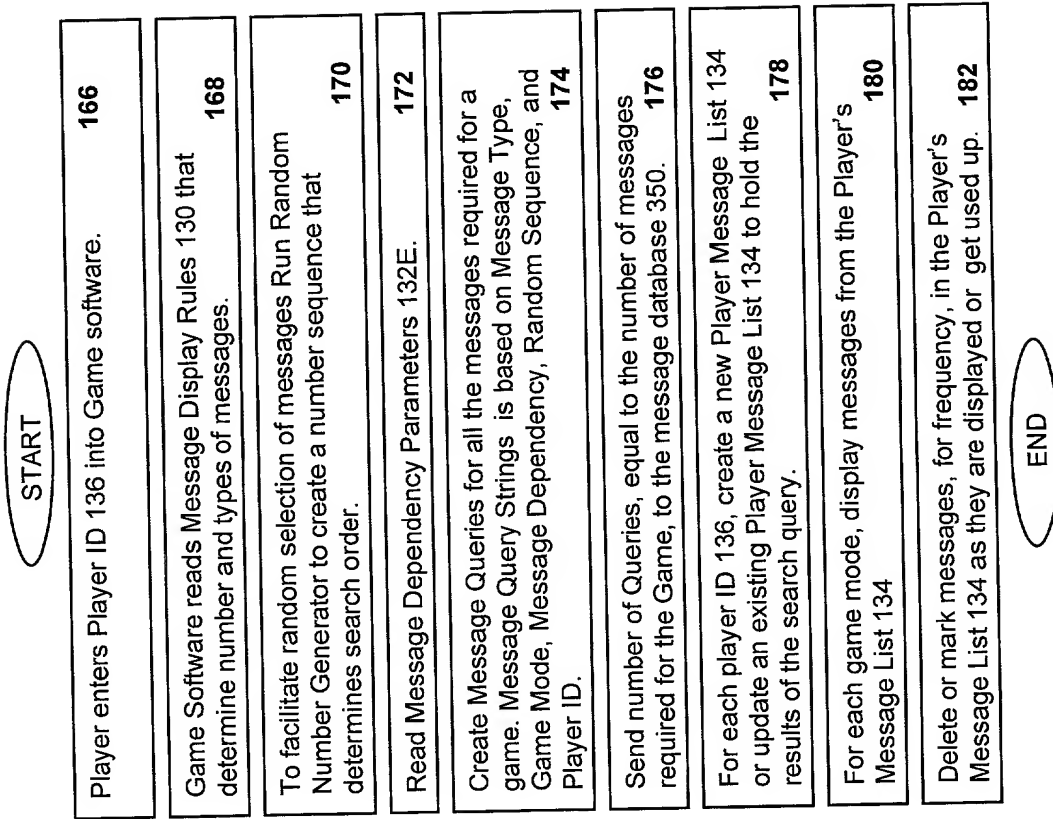


FIGURE 10C

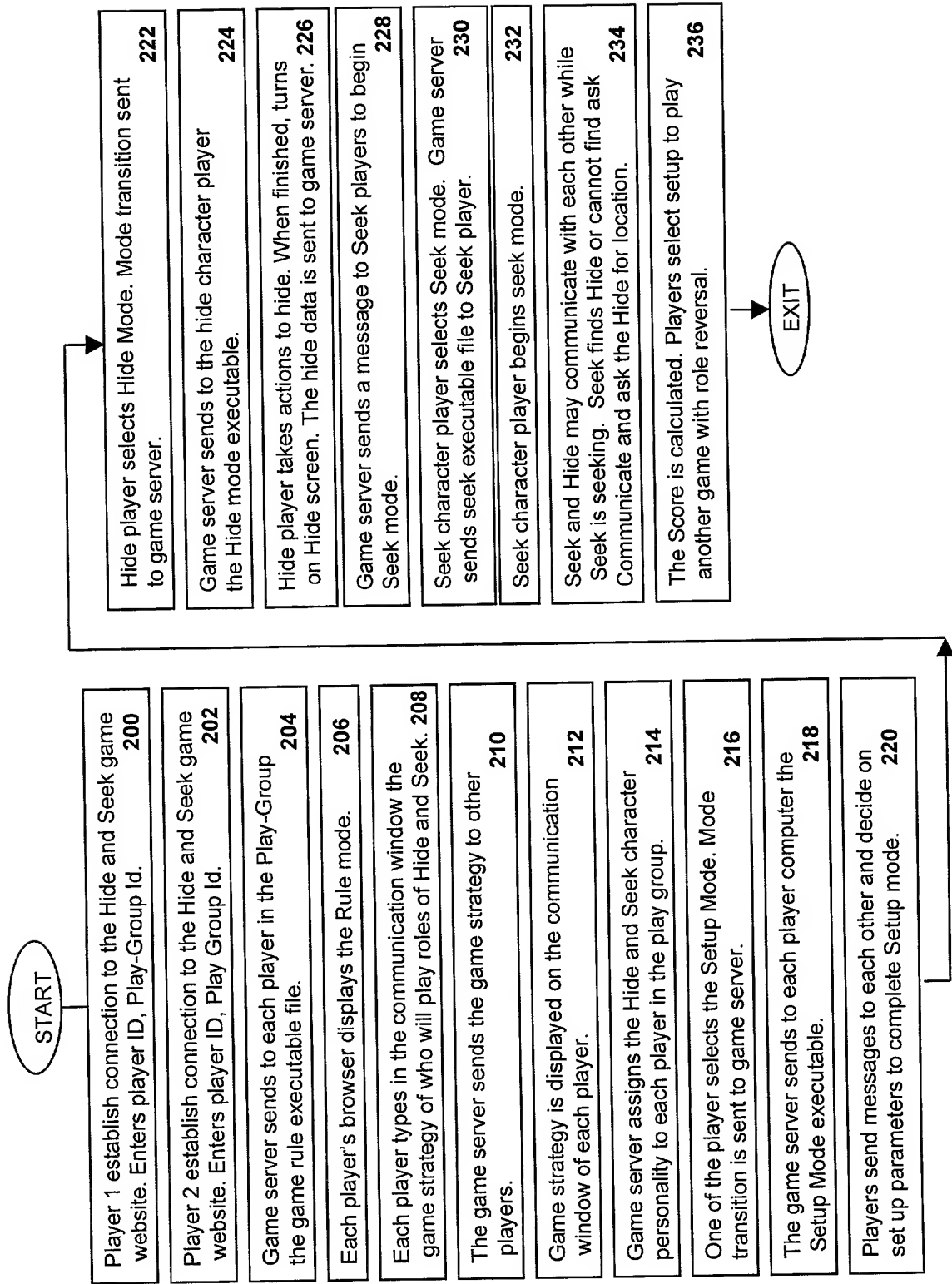


FIGURE 11